



VALUE-GIVING

Maximum Qualities—Minimum Prices

SUBSTANTIAL values back of every price—full measure for every dime and dollar you invest in Goldsmith Merchandise. Such is the aim and object of this store, such is the principle which controls its operation, day in and day out. There are no cheese-paring methods here. No cutting down of quality in order to create a seeming bargain. Inferior makes and makeshifts never find a place in our stocks, such merchandise is not cheap at any price. To give you MORE rather than give you less—to sell only those things which we know will give absolute satisfaction—to sell them at the lowest price consistent with quality—has always been and will always be an inherent part of our business.

This store has no frenzy for speeding. It has no epidemic for increasing volume regardless of expense or consequences. Such methods inevitably react to the detriment of the customer—in the long run they mean LESS in quality and value for your money. But what this store DOES stand for—what its resources and energies are directed at—is to eliminate every item of unnecessary expense in the operation of our business that we may produce MORE in trustworthy merchandise, that dollar for dollar—we may give you MORE for your money.

Since 1870, when this store first threw open its doors for business, value-giving has been one of its cardinal principles. For half a century "Maximum Qualities at Minimum Prices" has been more than a motto—it has been a RIGID RULE. And in preparing for our 50th Anniversary Celebration, which begins Thursday, Oct. 7th, the big idea, the outstanding feature, has been VALUE-GIVING. It is our purpose to offer such values in dependable merchandise as will be the talk of this entire section.

Come to Our Golden Jubilee Celebration October 7th to 16th
THE THRIFT-OCCASION OF THE ENTIRE YEAR

